Oscar Francisco Casim

Fashion Styling, Creative Direction and Art Direction

Buenos Aires, Argentina | Planned relocation to Milan: January 2027
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Creative professional with experience in fashion styling, creative direction, art direction and brand content for OPPOSITE, Racodeloix, Kosiuko and other brands. Background in photography, digital design and influencer marketing, with advanced English and French.

Professional experience

Brand Projects | Fashion Styling, Creative Direction and Art Direction

- Provide fashion styling, creative direction and art direction for OPPOSITE, Racodeloix, Kosiuko and other brands.
- Create brand content and develop visual concepts. Produce photography and digital design for personal and brand projects.

McDougallPR | Marketing and Influencer Marketing

April 2023 - Present

- Select and contact influencers for brand collaborations and hospitality campaigns in Argentina and Spain.
- Track published content and prepare campaign performance reports for clients.
- Coordinate creator visits, communicate content briefs and maintain booking and influencer databases.

Thumzup Media | Marketing and Sales Intern

December 2024 - March 2025 | Miami, Florida

- Supported marketing and sales initiatives through a global internship programme.
- Assisted with client prospecting, proposal development and campaign coordination.

American Express | Merchant Set Up Analyst

September 2021 - April 2023

- Managed the setup, maintenance and verification of merchant accounts for European markets.
- Handled data quality checks and coordinated with international teams in English and French to ensure accurate merchant profiles.
- Responded to internal queries and supported merchant onboarding processes.

Skills and languages

Fashion styling • Creative direction • Art direction • Photography • Brand content • Digital design • Influencer marketing • Campaign coordination

Tools: Adobe Illustrator, Adobe Photoshop, Framer, Microsoft Excel, Google Analytics

Languages: Spanish (native), English (advanced), French (advanced)

Additional training

Online courses: Community Management, Fashion and Trends, Content Creation
Rotary International: Academic exchange programmes in France and Belgium